## CLAIMS

What is claimed is:

1. A method of applying a rotatable label system to an object, comprising:

affixing an inner label with indicia disposed thereon about an object;

temporarily coupling an outer label having indicia disposed thereon to the inner label while the outer label is wrapped about the object; and

securing the outer label about the object.

2. The method of claim 1 further comprising removing the temporary coupling to permit the outer label to rotate about the object.

3. The method of claim 2 wherein the removing the temporary coupling comprises rotating the outer label relative to the object.

4. The method of claim 1 wherein the temporarily coupling comprises providing a small amount of liquid between a front surface of the inner label and a rear surface of the outer label.

5. The method of claim 1 wherein the temporarily coupling comprises applying an external physical pressure to the outer label.

6. The method of claim 1 wherein the temporarily coupling comprises applying a vacuum pressure to the outer label.

7. The method of claim 1 wherein the temporarily coupling comprises applying an electrostatic charge pressure to the outer label.

8. The method of claim 1 wherein the temporarily coupling comprises applying at least one dot of an adhesive to a front surface of the inner label.

9. The method of claim 1 wherein the temporarily coupling comprises applying at least one dot of an adhesive to a rear surface of the outer label.

10. The method of claim 1 wherein the securing comprises providing adhesive at a trailing end of the outer label so that the trailing end overlaps and adheres to a leading end of the outer label to rotatably couple the outer label around the object.

11. A method of applying a rotatable label to an object, comprising:

temporarily coupling an outer label having indicia disposed thereon to the object while the outer label is wrapped about the object; and

securing the outer label about the object.

12. The method of claim 11 further comprising affixing an inner label with indicia disposed thereon about the object, the outer label being temporarily coupled to the inner label.

13. The method of claim 11 wherein the temporarily coupling comprises applying at least one dot of an adhesive to a front surface of the object.

14. The method of claim 11 wherein the temporarily coupling comprises applying at least one dot of an adhesive to a rear surface of the outer label.

15. The method of claim 11 wherein the temporarily coupling comprises applying an external physical pressure to the outer label.

16. A rotatable label system comprising:

an inner label affixed about an object;

an outer label; and

a temporary coupling mechanism configured for temporarily coupling the outer label to the inner label.

17. The rotatable label of claim 16 wherein the temporary coupling mechanism comprises a small amount of liquid disposed between the inner label and the outer label.

18. The rotatable label of claim 16 wherein the temporary coupling mechanism comprises an external physical pressure disposed on the outer label.

19. The rotatable label of claim 16 wherein the temporary coupling mechanism comprises a vacuum pressure.

20. The rotatable label of claim 16 wherein the temporary coupling mechanism comprises an electrostatic charge.

21. The rotatable label of claim 16 wherein the temporary coupling mechanism comprises an external gaseous pressure.

22. The rotatable label of claim 16 wherein the temporary coupling mechanism comprises at least one dot of adhesive applied to a front surface of the inner label.

23. The rotatable label of claim 16 wherein the temporary coupling mechanism comprises at least one dot of adhesive applied to a rear surface of the outer label.

24. The rotatable label of claim 16 further comprising a transparent portion disposed on the outer label and configured for viewing underlying indicia.

25. A rotatable label system comprising:

an outer label;

a temporary coupling mechanism configured for temporarily coupling the outer label to an object; and

adhesive disposed to a rear surface at or near a trailing end of the outer label for securing the outer label to itself.

26. The rotatable label system of claim 25 further comprising a transparent portion disposed on the outer label and configured for viewing underlying indicia.

27. The rotatable label of claim 25 wherein the temporary coupling mechanism comprises an external physical pressure.

28. The rotatable label of claim 25 wherein the temporary coupling mechanism comprises at least one dot of adhesive applied to a rear surface of the outer label.

29. The rotatable label of claim 25 wherein the temporary coupling mechanism comprises at least one dot of adhesive applied to a front surface of the object.